



## Campaign Toolkit:

UN High-Level Meeting on Universal Health Coverage

**Theme:** Moving Together to Build a Healthier World

**Multistakeholder Hearing:** 29 April, 2019

**High-Level Meeting:** 23 September, 2019

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#HLMUHC

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# About Universal Health Coverage

Universal health coverage (UHC) ensures all people, everywhere, can access quality essential health services with financial protection. It is firmly rooted in the human right to health and requires strong political leadership. Because affordable, accessible, quality health services unlock people's potential, UHC is one of the smartest investments countries can make. And nearly all countries, including low-income countries, have the capacity to mobilise the resources required to achieve UHC. Achieving UHC is essential for inclusive development, prosperity, gender equality and fairness.

Despite clear benefits and feasibility, inequities in access to quality health services persist. Each year, over 800 million people spend at least ten percent of their household budgets on health-related costs, and about 100 million people are pushed into extreme poverty due to their health expenditures. Over 3.65 billion people, at least half of the world's population, does not have full coverage of essential services, and the most marginalised are left farthest behind.

## UN High-Level Meeting on Universal Health Coverage

A United Nations High-Level Meeting (UN HLM) is convened by the UN General Assembly (UNGA), which represents all 193 UN Member States and is the main decision-making body of the UN. In this forum, Member States collaborate on an array of international issues covered by the UN Charter. Holding a dedicated UN HLM on a specialised topic is an exceptional circumstance created through a UN resolution, with the purpose of developing solutions to global issues among Heads of State and governments.

The UN HLM on UHC is the biggest and best opportunity to secure political commitment from Heads of State and Government to prioritise UHC. It will result in a Political Declaration on UHC, negotiated by Member States and endorsed by Heads of State. The Political Declaration will recognise the primary responsibility of governments to scale up global efforts to provide universal access to affordable and quality health services, in line with SDG target 3.8.

The President of the United Nations General Assembly (PGA) will organise a multi-stakeholder hearing on 29 April, 2019, at the UN General Assembly Hall, to allow non-state actors to formally contribute to the preparation of the UN HLM.



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## Key Asks from the UHC Movement for the UN HLM

Everyone, everywhere should have access to quality and affordable health services. We call on political leaders to legislate, invest and collaborate with all of society to make UHC a reality.

The Key Asks from the UHC Movement for the UN HLM (The UHC Key Asks) are a central document that UHC2030 has developed to help partners to influence the Political Declaration on UHC. They are the foundation for coordinated advocacy efforts and include milestones that all partners can promote in the lead up to the UN HLM.

### The six Key Asks are:

- 1. Ensure Political Leadership Beyond Health** - Commit to achieve UHC for healthy lives and well-being for all at all stages, as a social contract.
- 2. Leave No One Behind** - Pursue equity in access to quality health services with financial protection.
- 3. Regulate and Legislate** - Create a strong, enabling regulatory and legal environment responsive to people's needs.
- 4. Uphold Quality of Care** - Build quality health systems that people and communities trust.
- 5. Invest More, Invest Better** - Sustain public financing and harmonise health investments.
- 6. Move Together** - Establish multi-stakeholder mechanisms for engaging the whole of society for a healthier world.

## About UHC2030

UHC2030 is a movement for accelerating equitable and sustainable progress toward UHC by providing a multi-stakeholder platform that promotes collaboration at the global and country levels on health systems strengthening. We advocate for increased political commitment, facilitate accountability and promote knowledge sharing. UHC2030 has been asked to support the UN HLM with a focus on "sharing evidence and good practices, challenges and lessons learned."

## Who is this toolkit for?

This toolkit is a campaign resource to help all partners in the UHC movement, whether government representatives, parliamentarians, academia, civil society or the private sector, advocate for a strong UN HLM Political Declaration that advances UHC at the community, regional, national and global levels. We encourage all partners to use the toolkit as a basis for coordinated advocacy efforts throughout the preparation of the UN HLM.

# Key Milestones for the UN High-Level Meeting

## April - May

- 7 April**  
World Health Day
- 12-13 April**  
IMF/World Bank Spring Meeting
- 15-18 April**  
Financing for Development Forum
- 21-23 April**  
Civil 20 Japan 2019
- 28 April - 1 May**  
16th Annual World Health Care Congress
- 29 April - 1 May**  
World Health Summit Regional Meeting 2019
- 29 April**  
UN HLM UHC Multi-Stakeholder Hearing
- 30 April**  
SDG3+ Global Action Plan Public Consultation
- 8-11 May**  
11th Asia Pacific Global Summit on Healthcare
- 9-11 May**  
2nd International Congress of Health Workforce Education and Research
- 20-28 May**  
World Health Assembly

## June-July

- 3-6 June**  
Women Deliver 2019
- 8-9 June**  
F20 Meeting
- 28-29 June**  
G20 Summit
- 9-15 July**  
High-Level Political Forum on Sustainable Development

## Aug-Sept

- 25-27 August**  
G7 Summit
- 16-19 September**  
International Forum on Quality & Safety in Healthcare
- 17-30 September**  
September (UN General Assembly)
- 23 September**  
UN High-Level Meeting on UHC
- 23 September**  
Climate Change Summit
- 24-25 September**  
SDG Summit
- 26 September**  
Financing for Development Heads of States Forum

# Resources

## Logo Files



- ↓ Long Version
- ↓ Long Version Transparent



- ↓ Short Version
- ↓ Short Version Transparent



- ↓ Simple Version
- ↓ Simple Version Transparent



- ↓ FAQ



- ↓ UHC2030 eLearning Course on Advocacy for UHC



- ↓ UHC2030 Animation



- ↓ UHC Global Compact



- ↓ UHC Advocacy Guide



- ↓ Joint Vision on Health Systems for UHC

## Social Media Content

### Hashtags & Handles

#HealthForAll  
 #HLMUHC  
 @UHC2030  
 @CSOs4UHC

# Messages for the Key Asks

## Suggested Approach

### STEP 1:

Use prepared social media messages for the UHC Key Asks 1-6 and UHC Joint Vision below

### STEP 2:

Refer to the [UHC Advocacy Guide](#) or [UHC2030 eLearning Course on Advocacy for UHC](#) to learn about the UHC approach, target audience identification and advocacy message preparation

### STEP 3:

Identify a specific Action Agenda of the UHC Key Asks to promote

### STEP 4:

Customise a social media message for the specific Action Agenda selected

## General Graphic



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## Tweets

Everyone, everywhere should have access to quality & affordable health services. We call on political leaders to legislate, invest & collaborate with all of society to make #UHC a reality. See our 6 Key Asks [bit.ly/2RY3VkJ](https://bit.ly/2RY3VkJ) #HLMUHC #HealthForAll

Tweet

## Key Ask 1



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## Tweets

Health is the foundation for people, communities & economies to reach their full potential. #UHC is primarily the responsibility of governments, ensuring people's health as a social contract. See Action Agenda [bit.ly/2RY3VkJ](https://bit.ly/2RY3VkJ) #HLMUHC #HealthForAll

Tweet

Achieving UHC is essential for inclusive development, prosperity, gender equality and fairness, and requires political decisions that go beyond the health sector. See Action Agenda [bit.ly/2RY3VkJ](https://bit.ly/2RY3VkJ) #HLMUHC #HealthForAll

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## Key Ask 2

**Leave No One Behind**

Pursue equity in access to quality health services with financial protection.

Ask 2

**MILESTONE**

By 2023, governments report disaggregated data to SDG official statistics to capture the full spectrum of the equity dimensions of UHC monitoring progress (SDG 3.8.1 and 3.8.2).

#HLMUHC  

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Pursue equity in access to quality health services with financial protection.

**Leave No One Behind**



#HLMUHC  

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## Tweets

Health is enshrined as one of the fundamental rights of every human being. #UHC is key to reducing poverty and promoting equity and social cohesion. Governments should invest in everyone's health. See Action Agenda [bit.ly/2RY3VkJ](https://bit.ly/2RY3VkJ) #HLMUHC #HealthForAll

Tweet

Extension of geographical coverage & reaching the most marginalised and hard-to-reach populations are essential to achieving positive health outcomes. A strong system for monitoring and evaluation is needed to ensure accountability & participation. See Action Agenda [bit.ly/2RY3VkJ](https://bit.ly/2RY3VkJ) #HLMUHC #HealthForAll

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## Key Ask 3

**Regulate and Legislate**

Create a strong, enabling regulatory and legal environment responsive to people's needs.

Ask 3

**MILESTONE**

By 2023, governments introduce legal and regulatory measures that accelerate progress toward UHC.

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Create a strong, enabling regulatory and legal environment responsive to people's needs.

**Regulate and Legislate**

#HLMUHC  

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## Tweets

#UHC requires a sound legal/regulatory framework & institutional capacity to ensure the rights of people & meet their needs. See Action Agenda [bit.ly/2RY3VkJ](https://bit.ly/2RY3VkJ) #HLMUHC #HealthForAll

Tweet

Even in cases when governments rely on private providers, they are the primary duty bearer under the International Covenant on Economic, Social & Cultural Rights. See Action Agenda [bit.ly/2RY3VkJ](https://bit.ly/2RY3VkJ) #HLMUHC #HealthForAll

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## Key Ask 4

<b>Uphold Quality of Care</b>  Build high-quality health systems that people and communities trust.  Ask 4	<b>MILESTONE</b>  By 2023, the coverage of quality essential health services has been delivered to one billion additional people (SDG 3.8.1).  #HLMUHC   <b>uhc2030</b>
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**Uphold Quality of Care**

Build high-quality health systems that people and communities trust.

#HLMUHC | **uhc2030** |

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## Tweets

Quality #primaryhealthcare is the backbone of #UHC and creates trust in public institutions. Expansion of health coverage must be accompanied by investments in the quality of health services. See Action Agenda [bit.ly/2RY3VvKZ](https://bit.ly/2RY3VvKZ) #HLMUHC #HealthForAll

Tweet

People should be able to access a full spectrum of safe, quality services & products in their community, delivered by well-trained, well-paid, culturally & gender-sensitive health workers. See Action Agenda [bit.ly/2RY3VvKZ](https://bit.ly/2RY3VvKZ) #HLMUHC #HealthForAll

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## Key Ask 5

<b>Invest More, Invest Better</b>  Sustain public financing and harmonise health investments.  Ask 5	<b>MILESTONE</b>  By 2023, governments adopt ambitious investment goals for UHC, make progress in mobilising domestic pooled funding and reduce catastrophic health expenditure (SDG 3.8.2).  #HLMUHC   <b>uhc2030</b>
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Sustain public financing and harmonise health investments.

**Invest More, Invest Better**

**uhc2030** | #HLMUHC

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## Tweets

Current funding levels are insufficient to achieve #UHC2030. Governments need to increase domestic investment and allocate more public financing for health through equitable and mandatory resources. See Action Agenda [bit.ly/2RY3VvKZ](https://bit.ly/2RY3VvKZ) #HLMUHC #HealthForAll

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Governments must improve efficiency & equity in the use of existing resources & reduce reliance on impoverishing out-of-pocket payments. See Action Agenda [bit.ly/2RY3VvKZ](https://bit.ly/2RY3VvKZ) #HLMUHC #HealthForAll

Tweet

Development assistance for health should reduce fragmentation & strengthen national health financing capacities. See Action Agenda [bit.ly/2RY3VvKZ](https://bit.ly/2RY3VvKZ) #HLMUHC #HealthForAll

Tweet



## Key Ask 6

**Move Together**

Establish multi-stakeholder mechanisms for engaging the whole of society for a healthier world.

Ask 6

**MILESTONE**

By 2023, all UN Member States join the UHC Movement and establish multi-stakeholder platforms to ensure the involvement of civil society, communities and the private sector, in regular policy dialogue and review of progress with all government actors

#HLMUHC **uhc2030** 

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Establish multi-stakeholder mechanisms for engaging the whole of society for a healthier world.

**Move Together**

#HLMUHC **uhc2030** 

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## Tweets

Countries must take steps to engage non-governmental actors, particularly from unserved, underserved or poorly-served populations, to shape the #UHC agenda. Solutions must be tailored to context & population needs. See Action Agenda [bit.ly/2RY3VvZ](https://bit.ly/2RY3VvZ) #HLMUHC #HealthForAll

Tweet

The international community & global health partners should unite to support countries to build a healthier world. See Action Agenda [bit.ly/2RY3VvZ](https://bit.ly/2RY3VvZ) #HLMUHC #HealthForAll

Tweet

## General Messages

### Universal Health Coverage



At least half of the world's people do not have access to essential health services.

UHC ensures that **NO ONE IS LEFT BEHIND.**

#HLMUHC **uhc2030** 

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**HEALTH IS UNIVERSAL.**

**INVESTMENT IN HEALTH STILL ISN'T.**

COUNTRIES CAN & MUST INCREASE INVESTMENTS IN THE HEALTH OF THEIR PEOPLE.

#HLMUHC **uhc2030** 

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## Tweets

#UHC is about ensuring all people can access quality health services, where & when they need them, without suffering financial hardship. #HealthForAll #HLMUHC

Tweet

#UHC is a movement for equal opportunity and government accountability – goals we can all get behind. #HealthForAll #HLMUHC

Tweet

Strong health systems are everybody's business. We all have a role to play in improving access to and quality of health services that leave no one behind. #HealthForAll #HLMUHC

Tweet

There is no single path to #UHC, but all journeys start with a bold first step. Together, we can achieve #HealthForAll. #HLMUHC

Tweet

## Service Delivery

Reaching every person and community with comprehensive, quality health services and people-centered care.



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## Tweets

Access to quality health services should never depend on who you are, where you live or how much money you have. RT if you believe in #HealthForAll! #HLMUHC

Tweet

Strong #primaryhealthcare systems that reach every community with quality, comprehensive care are an essential building block of #UHC. #HealthForAll #HLMUHC

Tweet

Real people don't experience health issues and costs in siloes. Health systems must see the whole person. #HealthForAll #HLMUHC

Tweet

Well-trained, well-paid #healthworkers are the backbone of a strong health system. We must support them to achieve #HealthForAll, everywhere. #HLMUHC

Tweet

Universal health coverage means ensuring that everyone, everywhere can access the safe, quality, affordable medicines they need to stay alive & healthy. #HLMUHC #HealthForAll

Tweet

Equity must be at the heart of any successful health reform. #UHC reaches the poorest and most marginalized first, not last. #HealthForAll #HLMUHC

Tweet

## Financing

Mobilizing resources equitably and efficiently to ensure everyone can get the health care they need without fear of financial hardship.



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## Tweets

Getting sick should not mean bankruptcy and poverty. That's why protection against financial hardship must be in place to achieve #HealthForAll. #HLMUHC

Tweet

~100 million people are pushed into extreme poverty paying for health services every year. That's 100 million too many. It's time to eliminate out-of-pocket costs to ensure nobody goes bankrupt when they get sick. #HLMUHC #HealthForAll

Tweet

Health costs prevent millions of people from seeking or getting the care they need. Protecting the right to health means protecting people from financial hardship. #HLMUHC

Tweet

#UHC is a smart investment & achievable goal everywhere. To deliver on the promise of #HealthForAll, countries can & must increase investments in the health of their own people. #HLMUHC

Tweet

Lack of affordable, quality health care traps families and nations in poverty. #UHC can ensure that no one has to choose between good health and other life necessities. #HealthForAll #HLMUHC

Tweet

## Governance

Supporting national policies and systems that respond to the voices and needs of the people and protect the human right to health. UHC is first and foremost a social contract. By prioritizing investments in health equity, countries can foster stronger economies and more just societies.



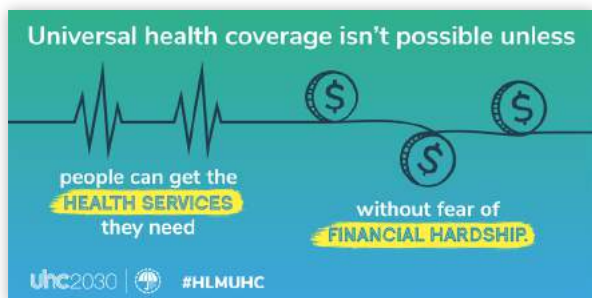
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## Monitoring & Accountability

Improving monitoring mechanisms in order to hold leaders accountable for progress toward health systems strengthening and UHC.



[Download](#)

## Tweets

With strong political will, every country—rich or poor—can build strong, equitable health systems that leave no one behind. #HLMUHC #HealthForAll

[Tweet](#)

For health systems to benefit everyone, we need to hear from everyone. Community participation can make or break #UHC reforms. #HLMUHC #HealthForAll

[Tweet](#)

There is no one-size-fits-all approach to #UHC. But every journey should begin with a commitment to human rights, equity & leaving no one behind. #HLMUHC #HealthForAll

[Tweet](#)

We all have a role to play in holding leaders accountable for #HealthForAll. All voices must be heard. #HLMUHC

[Tweet](#)

Ensuring all citizens and communities have free access to data and information on #UHC is central to accountability. #HealthForAll #HLMUHC

[Tweet](#)

## Tweets

Over 800 million people spend at least 10% of their household budgets to pay for health care & at least half the world's people cannot obtain the essential health services they need. #HealthForAll #HLMUHC

[Tweet](#)

Measure what matters. Monitoring of #SDG target 3.8 is incomplete unless it tracks two aspects of #UHC: financial protection AND coverage of essential health services. #HLMUHC #HealthForAll

[Tweet](#)

Accountability mechanisms are crucial to expose who benefits & who is left behind from policy choices made in the name of #UHC. #HLMUHC #HealthForAll

[Tweet](#)

Data alone will not achieve accountability – #UHC monitoring must lead to multi-stakeholder review & remedial actions. #HLMUHC #HealthForAll

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## Leave No One Behind

Ensuring that all people, regardless of race, gender, age, citizenship or ability, are included in the movement to build strong, accessible, equitable health systems.



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## UHC in Fragility



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## Tweets

#HealthForAll is only possible with strong health systems that leave no one behind. #HLMUHC

Tweet

Strong, equitable health systems must prioritize the poorest and leave no one behind. #HealthForAll #HLMUHC

Tweet

Achieving #UHC will drive progress on the #SDGs and ensure that no one is left behind. #HLMUHC

Tweet

## Tweets

The world needs more attention to fragile settings to achieve global commitments to leave no one behind. Over 1.6 billion people live in fragile settings, including 85% of the world's extreme poor. #HealthForAll #HLMUHC #leavenoonebehind

Tweet

US \$26 billion is required each year to advance health in fragile settings. Increased flexibility across humanitarian & development health funding is essential for responsive and resilient health systems. #HealthForAll #HLMUHC #fragilestates

Tweet

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Learn More → [www.uhc2030.org/un-hlm-2019](http://www.uhc2030.org/un-hlm-2019)